



WOTV – Grand Rapids, MI

Issues Report

First Quarter 2012

Description of programming providing the most significant
treatment of community issues

WOTV 4 Quarterly Issues Report

January – March 2012

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 A.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

• ABC World News with Diane Sawyer	Monday – Friday	6:30 - 7:00 P.M.
• World News	Saturday and Sunday	6:30 - 7:00 P.M.

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

• Good Morning America	Monday – Friday	7:00 - 9:00 A.M.
• Good Morning America	Saturday	8:00 - 9:00 A.M.
• Good Morning America	Sunday	8:00 - 9:00 A.M.

This ABC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- 20/20

Friday

10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: Charter Schools PSA "Get the Facts"
Date Aired: January 1, 2012 - January 11, 2012
Length: 1:00
Summary: Public service announcement from the National Alliance on Charter Schools informing viewers about the contributions that Charter Schools offer our children. Get the facts and learn more.

2. Program: College Access PSA "Mural"
Date Aired: January 1, 2012 - January 11, 2012
Length: 1:00
Summary: Public service announcement from the Ad Council on College Access informing viewers about the importance of how we all deserve access to higher education.

3. Program: 24 Hour News 8 @ 6pm
Date Aired: January 9, 2012
Length: 2:03
Summary: GRCC Football - College cancels football program.

4. Program: Encouraging College PSA "Skate"
Date Aired: January 12, 2012 - March 31, 2012
Length: 1:00
Summary: Public service announcement from the Ad Council informing viewers about the importance of going to college. College can be tough but there is help available.

5. Program: Maranda Where You Live
Date Aired: January 21, 2012
Length: 2:40
Summary: Maranda talked with financial aid experts at Ferris State University to talk about scholarship and aid opportunities for high school seniors. The segment focused on dollars available, types of loans and what type of funding the average student receives.

6. Program: Maranda Where You Live
Date Aired: January 21, 2012
Length: 3:20
Summary: This was a profile piece we did on a college senior at Ferris State University who attends college full-time, but also has three on-campus jobs to pay for college. She is currently debt-free and has an excellent academic record.

7. Program: John Ball Zoo PSA
Date Aired: February 1, 2012 – March 1, 2012
Length: 1:00
Summary: Local Public service announcement informing viewers about the many educational programs offered specifically this month on the wildlife at the zoo.

8. Program: Maranda Where You Live
Date Aired: February 4, 2012
Length: 2:15
Summary: Maranda met with Pat Cwyana, a life long educator in Grand Rapids, to discuss the anti-bullying policy in schools. Pat explained the no tolerance policy and gave viewers advice on what to do if a child they know is struggling with being bullied at their school.

9. Program: 24 Hour News 8 @ Daybreak
Date Aired: February 7, 2012
Length: :25
Summary: Greenville School Tablets - Students in Greenville district using smartphones and tablets in class.

10. Program: 24 Hour News 8 @ Daybreak
Date Aired: February 9, 2012
Length: :28
Summary: CMU Med School - CMU has been accredited for its new med school.

11. Program: Maranda Where You Live
Date Aired: March 3, 2012
Length: 2:30
Summary: Students at Northview High School in Grand Rapids are creating fashions for an upcoming fashion show at their school. The Fashion Design Club is making eco-friendly looks that will debut on the runway during a assembly for their peers.
12. Program: Maranda Where You Live
Date Aired: March 3, 2012
Length: 2:55
Summary: West Michigan Aviation Academy teaches high school students about aviation and avionics. One of the cool opportunities that students get is the chance to pilot a real plane! Maranda hopped on-board as two female students piloted a plane above Grand Rapids.
13. Program: 24 Hour News 8 @ Daybreak
Date Aired: March 13, 2012
Length: :35
Summary: Wyoming Consolidation - Wyoming school board decides to merge Rogers High and Wyoming Park.
14. Program: Maranda Where You Live
Date Aired: March 17, 2012
Length: 2:00
Summary: March 15 marked Camp Fire USA's Absolutely Incredible Kid Day. We visited two West Michigan schools that held special assemblies to celebrate their students and let them know how special they are. This included a motivational talk and a hand-written letter for each child praising their hard work and positive attitudes.
15. Program: 24 Hour News 8 @ 6:00 PM
Date Aired: March 25, 2012
Length: 2:00
Summary: This Connecting with Community partnership not only inspires students to embrace science and technology but also to give back to their community. This robotics team worked together from area schools to inspire team work, problem solving and community service.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: Narcotics Anonymous PSA “Not for my Brother”
Date Aired: January 1, 2012 - January 11, 2012
Length: 1:00
Summary: Public service announcement informing viewers about the benefits of participating in Narcotics Anonymous to help deal with drug addiction.

2. Program: VA Suicide Board PSA “Perspectives”
Date Aired: January 1, 2012 - January 11, 2012
Length: 1:00
Summary: Public service announcement informing viewers that there is help for our Vets who are struggling with suicidal thoughts and depression. Contact the national suicide help line to talk to someone that can help.

3. Program: Weight Loss Support PSA “Tops Weight Loss”
Date Aired: January 1, 2012 - January 11, 2012
Length: 1:00
Summary: Public service announcement informing viewers about the dangers of obesity. There is help to support those on a weight loss journey. Get active, get help.

4. Program: Cancer Support PSA “Lee National Denim Day”
Date Aired: January 1, 2012 - January 11, 2012
Length: 1:00
Summary: Public service announcement informing viewers about the cancer support effort and how people can involved and help during National Denim Day.

5. Program: Obesity Action Coalition PSA "Take Control"
Date Aired: January 1, 2012 – January 11, 2012
Length: 1:00
Summary: Public service announcement informing viewers about the dangers of obesity in our country. There is help to support those on a weight loss journey. Help get started by contacting the Obesity Action Coalition.
6. Program: Maranda Where You Live
Date Aired: January 7, 2012
Length: 2:00
Summary: With the New Year kicking off, many people make resolutions for better health. We talked with a group of West Michigan runners, hoping to run their first 25K this year. They shared their fitness goals and plans to run in the 35th annual Fifth Third River Bank Run.
7. Program: 24 Hour News 8 @ Daybreak
Date Aired: January 11, 2012
Length: 2:54
Summary: Helen DeVos 1 Year -- children's hospital marking one year in new facility
8. Program: Diabetes PSA
Date Aired: January 12, 2012 – March 31, 2012
Length: 1:00
Summary: Public service announcement informing viewers about the dangers of diabetes and the growing number of people afflicted in this country. Where to call for help and get more information.
9. Program: Department of Health PSA "Symptoms"
Date Aired: January 12, 2012 – March 31, 2012
Length: 1:00
Summary: Public service announcement informing viewers about the dangers of heart attacks especially for women and what signs to watch for.

10. Program: National Foundation Infectious Diseases PSA "That Guy"
Date Aired: January 12, 2012 – March 31, 2012
Length: 1:00
Summary: Public service announcement informing viewers about what you should do if you have the flu. Stay home, get some rest and wash your hands. Prevent the spread during flu season.
11. Program: 24 Hour News 8 @ Daybreak
Date Aired: January 25, 2012
Length: :28
Summary: Michelle Obama unveiling new standards for school lunches
12. Program: MDA Muscle Walk PSA
Date Aired: February 1, 2012 – March 1, 2012
Length: 1:00
Summary: Local Public service announcement informing viewers about the local walk for MDA. This event raises funds to help families suffering with neuromuscular diseases in our community.
13. Program: 24 Hour News 8 @ Daybreak
Date Aired: February 1, 2012
Length: :30
Summary: Birth Control Recall - Pfizer recalling 1-million packages of birth control
14. Program: Maranda Where You Live
Date Aired: February 11, 2012
Length: 3:00
Summary: Maranda threw a Zeeland area elementary school a Healthy Heart Valentines Party. Our crew brought in healthy heart treats, games to get the kids' heart rates up and talked about the importance of heart health starting at an early age.
15. Program: 24 Hour News 8 @ 6pm
Date Aired: February 17, 2012
Length: :21
Summary: Sick School -- Calhoun County school closed because of norovirus

16. Program: Maranda Where You Live
Date Aired: February 18, 2012
Length: 3:00
Summary: Snowshoeing is a fun winter sport that is a great workout. Crystal Mountain Resort in Thompsonville, Michigan, has a snowshoe park, where families can rent snowshoes and explore loads of trails while getting in some exercise together.

17. Program: 24 Hour News 8 @ Daybreak
Date Aired: February 23, 2012
Length: :23
Summary: Heart/City Presser - GE Foundation announcing volunteer program to increase primary care for underserved people in GR

18. Program: Maranda Where You Live
Date Aired: February 25, 2012
Length: 3:00
Summary: Meijer dietician, Tina Miller, showed our viewers how to make some fun tailgating treats, but with a healthy spin. She tackled dips and spreads, wings and desserts that are common at tailgating parties and showed how to cut out calories and fat, but still make food that tastes great.

19. Program: Maranda Where You Live
Date Aired: March 3, 2012
Length: 2:30
Summary: Ellie Drake is the youngest certified raw food chef in the country. She is a middle schooler in Grand Rapids and works with her mom to prepare dishes that are healthy and use only raw ingredients. We followed Ellie and her mom to a workshop where they taught women about their healthy lifestyle.

20. Program: 24 Hour News 8 @ Daybreak
Date Aired: March 22, 2012
Length: :45
Summary: Mass Mutual and Family promise of grand rapids are teaming up to offer up to 50-thousand dollars in free term life insurance.

Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: Foreclosure PSA "I'm Home"
Date Aired: January 1, 2012 - January 11, 2012
Length: 1:00
Summary: Public service announcement from the Ad Council informing viewers about how to get help if you are facing foreclosure and keeping your home.

2. Program: Big Brother Big Sisters PSA "Start Something"
Date Aired: January 1, 2012 - January 11, 2012
Length: 1:00
Summary: Public service announcement informing viewers about how to get involved and make a difference in the life of a young kid. Be a mentor and help change a life with Big Brothers Big Sisters.

3. Program: Arbor Day Foundation PSA "Replanting Forests"
Date Aired: January 1, 2012 - January 11, 2012
Length: 1:00
Summary: Public service announcement informing viewers about the importance of taking care of our environment for generations today and the future. Start by replanting our forests today.

4. Program: 24 Hour News 8 @ 6pm
Date Aired: January 11, 2012
Length: :28
Summary: Tulip Time Shows -- new entertainment booked for festival.

5. Program: Veterans Affairs PSA "Veteran's Voices"
Date Aired: January 12, 2012 - March 31, 2012
Length: 1:00
Summary: Public service announcement informing viewers about the importance of supporting our veterans and giving them a voice.
6. Program: Dave Thomas Foundation PSA
Date Aired: January 12, 2012 - March 31, 2012
Length: 1:00
Summary: Public service announcement from the Dave Thomas Foundation to promote the facts about Foster Kids. Informing viewers that these children need a home and that and that not all are broken or difficult. They all need our love.
7. Program: Habitat for Humanity PSA "Build"
Date Aired: January 12, 2012 - March 31, 2012
Length: 1:00
Summary: Public service announcement informing viewers that you can make a difference and help build a home for someone seeking permanent housing. This program helps low income and homeless individuals and families.
8. Program: Boys Town PSA "Survival"
Date Aired: January 12, 2012 - March 31, 2012
Length: 1:00
Summary: Public service announcement informing viewers that there is help and support for boys with mentorship programs, runaway hotlines and people who care. You don't have to live on the streets.
9. Program: Animal Society PSA "Best Friends"
Date Aired: January 12, 2012 - March 31, 2012
Length: 1:00
Summary: Public service announcement informing viewers about the importance of animal adoption and how they can become your best friend.

10. Program: Peace Corp PSA "Conversations"
Date Aired: January 12, 2012 - March 31, 2012
Length: 1:00
Summary: Public service announcement informing viewers about the importance of volunteering with the Peace Corp and making a difference somewhere around the world.

11. Program: 24 Hour News 8 @ Daybreak
Date Aired: January 16, 2012
Length: :31
Summary: GVSU MLK Events -- events for MLK day at GVSU.

12. Program: Maranda Where You Live
Date Aired: February 4, 2012
Length: 2:30
Summary: Jacob Schemmel is a college student at Michigan State University that created a You Tube video that currently has over 1 millions views. He took to the internet to tell be about a campaign called ELE (Everybody Love Everybody), which promotes kindness and brings to light teen issues like depression and suicide.

13. Program: 24 Hour News 8 @ Daybreak
Date Aired: February 7, 2012
Length: :25
Summary: Van Andel Best Hockey - Van Andel Arena named best venue to watch a minor league hockey game.

14. Program: 24 Hour News 8 @ Daybreak
Date Aired: February 8, 2012
Length: :25
Summary: Bob Hope Ford Museum - Bob Hope exhibit coming to Ford Museum

15. Program: Maranda Where You Live
Date Aired: February 11, 2012
Length: 2:30
Summary: The first Wednesday of each month, volunteers from the John Ball Zoo Society, bring animals into Helen DeVos Children's Hospital to cheer up patients. It's a chance to kids who are at the hospital to enjoy something fun that they might not normally get to do and takes their minds off being sick.
16. Program: 24 Hour News 8 @ Daybreak
Date Aired: February 13, 2012
Length: :25
Summary: Mitten Donation - Wisconsin and Michigan raise mittens for charity.
17. Program: Maranda Where You Live
Date Aired: February 25, 2012
Length: 2:00
Summary: The Van Andel Institute has launched a new campaign called 100% Pure Hope. It's a school fundraising campaign, where West Michigan schools can hold sporting events that benefit cancer research at the institute.
18. Program: 24 Hour News 8 @ 6pm
Date Aired: February 27, 2012
Length: :28
Summary: Bush Daughter GVSU - Barbara Bush speaking at GVSU about global health care challenges
19. Program: 24 Hour News 8 @ 6:00 PM
Date Aired: March 1, 2012
Length: 1:30
Summary: Business icon Miguel Navarro died Sunday at the age of 83. At his funeral, family and friends honored his life, and the legacy he leaves behind. Eva Aguirre Cooper was there.
20. Program: 24 Hour News 8 @ 6pm
Date Aired: March 6, 2012
Length: :25
Summary: Red Cross Training -- Red Cross in Muskegon offering training for disaster relief

21. Program: 24 Hour News 8 @ 6pm
Date Aired: March 7, 2012
Length: :22
Summary: Ford Albion College - Susan Ford Bales will unveil sculpture of Gerald Ford that will be placed at Albion College this month

22. Program: 24 Hour News 8 @ Daybreak
Date Aired: March 15, 2012
Length: :31
Summary: Truck Driving School - Baker College and Anthony Luurtsema Truck Lines partnering up to open truck driving training facility in Zeeland

23. Program: 24 Hour News 8 @ 6pm
Date Aired: March 28, 2012
Length: :25
Summary: Wes Leonard AED Donation - Macatawa Middle School getting 35th AED donation

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: National Runaway Board PSA "Chat"
Date Aired: January 1, 2012 – January 11, 2012
Length: 1:00
Summary: Public service announcement informing viewers that there is help for anyone in a crisis and alone. Talk to someone who can help by calling the national hotline.

2. Program: American Association of Orthodontists PSA "Play it Safe"
Date Aired: January 1, 2012 – January 11, 2012
Length: 1:00
Summary: Public service announcement informing viewers about the importance of protecting your teeth during contact sports and high risk activities. Keep your smile and play it safe.

3. Program: 24 Hour News 8 @ Daybreak
Date Aired: January 11, 2012
Length: :24
Summary: Ford Recalls -- Ford recalling three types of vehicles

4. Program: Al-Anon PSA "Mary"
Date Aired: January 12, 2012 – March 31, 2012
Length: 1:00
Summary: Public service announcement informing viewers that there is support for those living with someone who has an addiction.

5. Program: Texting and Driving PSA "Mr. Experience"
Date Aired: January 12, 2012 – March 31, 2012
Length: 1:00
Summary: Public service announcement informing viewers about the dangers of texting and driving. This is a student produced message.

6. Program: Maranda Where You Live
Date Aired: February 4, 2012
Length: 3:00
Summary: One of the main reasons that kids skip school is because they are scare of being bullied. It is so important that our children feel safe at school and that bullying isn't tolerated. Maranda talked with a seventh grader from Wyoming who has struggled with bullying and walked her through the steps she needs to take to protect herself from this negative behavior.

7. Program: Maranda Where You Live
Date Aired: February 18, 2012
Length: 2:00
Summary: Skiing is a popular winter sport in Michigan, but families need to make sure they are safe when hitting the slopes. We talked with a ski instructor at Crystal Mountain resort about the proper head gear and clothing and kids and adults need when skiing.

8. Program: Maranda Where You Live
Date Aired: March 3, 2012
Length: 1:30
Summary: Dr. Lisa Lowery is a pediatrician with Helen DeVos Children's Hospital. We talked with her about safe decisions for teenage girls when it comes to tattoos, body pierces and taking care of their bodies.

9. Program: 24 Hour News 8 @ Daybreak
Date Aired: March 12, 2012
Length: :26
Summary: Gerber Recall - Gerber recalling powdered infant formula due to bad smell

10. Program: 24 Hour News 8 @ Daybreak
Date Aired: March 15, 2012
Length: :28
Summary: Lawn Tractor Recall - Hydro-Gear recalling hydrostatic lawn tractors due to crash hazard

11. Program: 24 Hour News 8 @ Daybreak
Date Aired: March 28, 2012
Length: :25
Summary: Baby Doll Recall - Feels Good dolls recalled because fingers and toes can come off and pose choking hazard